

A Piano Masterpiece

duct of over 50 years





16 West 125th Street, New York, N. Y.

PINK TAG SALE

Take advantage of the special in-ducements which we are offering during this readjustment period. The suites and odd pieces NOW priced with PINK TAGS are valued at about \$50,000; and are an actual saving of about \$20,000, equal to a 40% REDUCTION.



17-19 West 37th Street near 5th Avenue

FRENCH TAPESTRIES

HENRY HESSE 399 Sixth Avenue, 24-25 Sts., New York City.





A Great Step Forward Brings a Great Sale with It

The new Ovington building is being prepared and discounts of 10% to 50% are now offered at the old shop.

"THE Gift Shop of Fifth Avenue" will be at 32nd Street I for but a short time.

Then, it will blossom out in its new building at 39th Street and Fifth Avenue.

The new building will mark the beginning of a new era in the history of the shop. The new home will be more spacious, but the wares will be the same distinctive wares for which Ovington's has always been known.

During the period of preparation, some rather unusual purchasing opportunities mark our farewell to our old

We will move nothing of our present stock to our new home, preferring to mark our move uptown by presenting to our old patrons their chance to purchase all Ovington wares at attractive discounts from the usual fair prices.

So from now to the day we move everything at Ovington's is subject to discounts of 10%-20%-30%-40% and 50%

It is hardly necessary to add that everything shown is of Ovington quality.





OVINGTON'S

"The Gift Shop of Fifth Avenue"

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312-314 Fifth Avenue

Near 32nd Street

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



FOR MADAME AND MADEMOISELLE

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SLEEVELESS SLIP-ON FROCK OF WOOL JERSEY in gray, beige, red, rust, jade, navy blue or black, with white 35.00 flannel collar stitched to match; belt of white kidskin.

TAILORED SHIRT of white silk

in rose, lavender, delft blue, pink, leather, maize or white, with 28.00 SAME MODEL SLEEVELESS FROCK of FINE LINEN white collar stitched to match.

TAILORED SHIRT of white dimity.

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Alston Figure Form Co., Inc. 20 West 34th St. Aster Court Building